

advancing the art & science of medicine in the midwest



Special Issue



Advertising Rates

ALL RATES ARE NET

BLACK & WHITE

Full Page	\$1,900
2/3 Page	\$1,400
1/2 Page	\$1,000
1/3 Page	\$900
1/4 Page	\$800
1/6 Page	\$525

COLOR RATES

One color (in addition to black): +\$265
 Two colors (in addition to black): +\$395
 Four colors: +\$500

4-COLOR POSITION PAGES

Inside Front Cover	\$3,300
Inside Back Cover	\$3,300
Back Cover	\$3,500

3 SPECIAL ISSUE SPONSORSHIPS AVAILABLE INCLUDES:

Full Page premium position ad (first come first placed)
 Listing throughout section on the website
 Listing in the distribution email
 \$5,300.00 each

Mechanical Requirements

	Width x Height
Full Page (no bleed)	8" x 10.5"
Full Page (with bleed)	8.75" x 11.25" (live area for ads that bleed: 8" x 10.5")
2/3 Page	Horizontal 7" x 6.5625" Vertical 4.625" x 9.875"
1/2 Page	Horizontal 7" x 4.875" Vertical 3.375" x 9.875"
1/3 Page	Horizontal 7" x 3.1875" Vertical 2.1875" x 9.875"
1/3 Page	3.4375" x 4.875"
1/6 Page	2.1875" x 4.875"

Deadline Feb 19, 2021

Reach 30,000+ Health Care Professionals in Wisconsin and the Midwest

CIRCULATION AND READERSHIP:

Over 30,000 physicians, clinic managers, hospital administrators, medical schools, Wisconsin Medical Society and other health care professionals in Wisconsin and the Midwest.

Business firms eager to reach this expanding and affluent market find it advantageous to advertise in WMJ.

SUBMISSION REQUIREMENTS (ELECTRONIC):

Platform: Windows. Media: CD or DVD. File Format: eps or tif, 300 dpi, PDF (graphics and fonts embedded), InDesign (including supporting files-tif/eps, fonts). Unsupported Formats: Due to software limitations, we cannot accept the following: Quark XPress, WordPerfect, Microsoft Word, Microsoft Publisher, harvard graphics, PowerPoint, excel or Corel Draw. Electronic Ad Submission Checklist: Verify ad dimensions. Don't use color if ad is black only. Copy of materials to disk (include all placed graphics, scans, logos, fonts). Provide laser print of ad. If ad is color critical, supply color accurate proofs.

INCIDENTAL CHARGES: Mechanical alterations, design, layout and typesetting: at cost. Inserts: Accepted at black and white space rates. each insert counts as one insertion toward earned frequency. Furnished inserts must be delivered prepaid to printer.

TERMS: All advertising is subject to the approval of the publisher, the Wisconsin Medical Society. The publisher reserves the right to edit or refuse any advertisement. WMJ is published six times per year. No cancellations accepted less than 30 days preceding day of issue. When new advertisements are not received, the publisher shall have the right to repeat a previous advertisement. In the event of rate changes, the advertiser shall have the right to cancel or renegotiate size commitments within 30 days of notification — otherwise the contract cannot be cancelled. Prepayment may be required.

For advertising information and current ad reservation deadlines please contact the WMJ sales office:

**Kelly Slack
Slack Attack Communications**

5118 Winnequah Road
Madison, WI 53716

Phone: 608.239.7888

E-Mail: kelly@slackattack.com

Web: www.slackattack.com

Racism is a public health crisis, a fact amplified by the recent police killings of George Floyd and Breonna Taylor, among multiple others. Wisconsin is ranked the 23rd healthiest place to live in the US based on America's Health Rankings. Ten percent of white children in Wisconsin live in poverty as compared to 47% of black children and 32% of Latinx children. The racial disparity in infant mortality in Wisconsin is also one of the worst in the country. African Americans make up 7% of the population in Wisconsin but make up 25% of all the COVID-19 deaths in the state. Latinx make up 7% of the population but comprise 33% of all COVID-19 cases. Health professionals in Wisconsin are committed to decreasing these disparities and to continuing to discuss and evaluate causes and potential solutions. We at the WMJ recognize that health professionals in Wisconsin are interested and working on issues of race and racial disparities.

- Examine the implementation and dissemination of evidence-based interventions.
- Include multidisciplinary approach and multi-sector approaches, including the role of coalitions and community-based interventions.
- Include Wisconsin-specific data and interventions.
- Describe the role of physicians and the health care system.
- Consider policy, systems, and environmental approaches.

Since 1903, WMJ (ISSN 1098-1861) has served as a forum for professional communication and continuing education for physicians and other health professionals—a tradition that continues today thanks to a partnership between the Medical College of Wisconsin and the University of Wisconsin School of Medicine and Public Health. Published quarterly and online ahead of print each month, WMJ provides the opportunity for health care and public health professionals throughout the Midwest to publish original research, case reports, review articles, brief reports and essays about current medical and public health issues. It is a peer-reviewed, indexed scientific journal available through subscription and electronically—free, full text online through PubMed and PubMed Central. While WMJ has many readers throughout Wisconsin and the Midwest, Web tracking indicates that its articles are accessed from around the country and even the world.

TAKE ADVANTAGE OF THIS EFFECTIVE ADVERTISING OPPORTUNITY!

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SPECIAL ISSUE ADVISORY GROUP

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Pronouns: she/her/hers

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Pronouns: all/any or they/them/theirs

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Pronouns: he/his/him

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